Rep Order# 8863443 Ver# 3 Status Revised EC'd Yes

Traffic Order# 37421

09/28/2012 12:12 PM 09/28/2012 9:38 AM

Last Received: 09/28/2012 9:38 A

Showing Buylines: All Lines

Printed:

Station KLAS-TV LAS VEGAS

Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D

Estimate#

MICHAEL DETTORRE

Buyer Phone# Fax# Agency () SHORR JOHNSON MAGNUS

1831 CHESTNUT ST PHILADELPHIA, PA 19103

Agency C/P1/P2/E

Flight Dates 10/2

10/23/2012 - 10/29/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON Salesperson () MIKE JONES

Salesperson Phone# Salesperson FAX# 202-872-5880 202-872-0263 1 of

10

--- CONTRACT COMMENT ---

-- REMARKS --

THIS IS A REVISION, DO NOT DOUBLE BOOK TOTAL REMAINS THE SAME - \$73,485 PLEASE CONFIRM THANKS, MIKE!

V3 More than 2 codes changed

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	400A-4591	A	:30	\$25.00	10/23-10/26	7	1	7	\$175.00	
		Buyli	ine Comment	: NEWS								
	2	М	400A-459	A	:30	\$25.00	10/29-10/29	2	1	2	\$50.00	
		Buyli	ine Comment	: NEWS								
	*3	TU-F	700A-900	A	:30	\$200.00	10/23-10/26	10 —	1	10	\$2,000.00	
		Buyli	ine Comment	: THS MRN								
		Sales Re	mark: \	73 .								
		V3 More	than 2 code	es changed								
	*4	М	700A-900A	A.	:30	\$200.00	10/29-10/29	2	1	2	\$400.00	
		Buyli	ine Comment	: THS MRN								
		Sales Re	mark: \	73								

Rep Order# Traffic Order# 37421 Printed: 09/28/2012 12:12 PM 8863443 Status Revised EC'd Yes

11

TU∽F

300P-400P

Buyline Comment: ELLEN

Last Received:

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\$1,500.00

1

10

Showing Buylines: All Lines Station KLAS-TV LAS VEGAS Agency () SHORR JOHNSON MAGNUS Rep Firm) WASHINGTON Sales Office (Advertiser) BERKLEY, SHELLY 1831 CHESTNUT ST PHILADELPHIA, PA 19103 Salesperson () MIKE JONES **Product** BERKLEY/SENATE/D Estimate# Agency C/P1/P2/E 202-872-5880 10/23/2012 - 10/29/2012 Salesperson Phone# Buyer MICHAEL DETTORRE Flight Dates Phone# 202-872-0263 **Hiatus Weeks** Salesperson FAX# Fax# Spots/Week # of Total Total Cost Daypart LT Ln Day Time Program Len Rate Dates Weeks Spots --------10 \$2,250.00 10/23-10/26 10 _ 1 *5 TU-F 500A-600A :30 \$225.00 Buyline Comment: NEWS V3 . Sales Remark: V3 More than 2 codes changed 2 / 1 2 \$450.00 *6 М 500A-60CA :30 \$225.00 10/29-10/29 Buyline Comment: NEWS Sales Remark: V3 .. V3 More than 2 codes changed \$2,200.00 *7 600A-70CA 10/23-10/26 TU-F :30 \$275.00 Buyline Comment: NEWS Sales Remark: V3 . V3 Comment Changed, Rate Changed 1 \$550.00 *8 М 600A-700A :30 \$275.00 10/29-10/29 Buyline Comment: NEWS Sales Remark: V3 . V3 Comment Changed, Rate Changed \$1,300.00 4 *****9 TU-F 1200P-\$325.00 10/23-10/26 1 :30 1230P Buyline Comment: NEWS Sales Remark: V3 . V3 Comment Changed, Rate Changed \$325.00 1 1 *10 М 1200P-:30 \$325.00 10/29-10/29 1 / 1230P Buyline Comment: NEWS Sales Remark: V3 . V3 Comment Changed, Rate Changed

:30

\$375.00

10/23-10/26

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 Yes
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Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D Estimate#		Agency () 1831 CF PHILAE	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES										
Buyer Phone Fax#		MICHAEL DETTORRE		Agency C/P1/P2/E Flight Dates Hiatus Weeks	10/23/2012 - 10/29/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263			
LT	Ln	Day	Time	Program		Len	Rate	Dates ·	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
												6275 00	
	12	M	300P-400F			:30	\$375.00	10/29-10/29	1	1	1	\$375.00	
		Buyli	ne Comment:	: ELLEN									
	*13	TU-F	1000A- 1100A			:30	\$1,575.00	10/23-10/26	2 _	1	2	\$3,150.00	
		Buyli	ne Comment:	: PRICE RITE									
		Sales Re	mark: V	73 .									
		V3 More	than 2 code	es changed									
	*14	М	1000A- 1100A			:30	\$1,575.00	10/29-10/29	1 _	1	1	\$1,575.00	
		Buyli	ne Comment:	: PRICE RITE									
		Sales Re	mark: V	73 .									
		V3 Comme	nt Changed,	Rate Changed									
	*15	TU-F	900A- 1000A			:30	\$300.00	10/23-10/26	4 /	1	4	\$1,200.00	
		Buyli	ne Comment	: KELLY									
		Sales Re		73 .									
		V3 Comme	nt Changed,	Rate Changed									
	*16	М	900A- 1000A			:30	\$300.00	10/29-10/29	1 /	1	1	\$300.00	
		Buyli	ne Comment	: KELLY									
		Sales Re	mark: V	73.									
		V3 Comme	nt Changed,	Rate Changed									
	*17	SU Buyli	500P-700E			:30	\$225.00	10/28-10/28	0 /	0	0	\$0.00	
		Sales Re	mark: V	73 .									
		V3 Comme	nt Changed,	Spots/week Changed									
	*18	SA Buyli	500P-700I			:30	\$225.00	10/27-10/27	2 /	1	2	\$450.00	
		Sales Re		: NEWS /3 .									

V3 More than 2 codes changed

Last Received: 09/2 Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D Estimate#		Agency () SHORR JOHNSON MAGNUS 1831 CHESTNUT ST PHILADELPHIA, PA 19103 Agency C/P1/P2/E					Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES				
Buyer Phone# Fax#	MICHAEL DETTORRE	Flight Dates Hiatus Weeks	10/23/2012 - 10/29/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263			
LT Ln	Day Time Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart	
*19	TU-F 500P-630P Buyline Comment: NEWS Sales Remark: V3 . V3 Comment Changed, Spots/week Changed		:30	\$400.00	10/23-10/26	10 ,	1	10	\$4,000.00		
*20	M 500P-630P Buyline Comment: NEWS Sales Remark: V3 . V3 Comment Changed, Spots/week Changed		:30	\$400.00	10/29-10/29	2 ,	1	2	\$800.00		
*21	TU-F 430P-500P Buyline Comment: NEWS Sales Remark: V3 . V3 Comment Changed, Spots/week Changed		:30	\$350.00	10/23-10/26	4	1	4	\$1,400.00		
*22	M 430P-500P Buyline Comment: NEWS Sales Remark: V3 . V3 Comment Changed, Spots/week Changed		:30	\$350.00	10/29-10/29	1 ,	1	1	\$350.00		
*23	SA 700P-800P Buyline Comment: ET WKND Sales Remark: V3 . V3 Comment Changed, Rate Changed		:30	\$220.00	10/27-10/27	1	1	1	\$220.00		
*24	TU-F 700P-800P Buyline Comment: ET/INSDR Sales Remark: V3 . V3 More than 2 codes changed		:30	\$1,225.00	10/23-10/26	3 -	1	3	\$3,675.00		
*25	M 700P-800P Buyline Comment: ET/INSDR Sales Remark: V3 . V3 Comment Changed, Rate Changed		:30	\$1,225.00	10/29-10/29	2	1	2	\$2,450.00		

Rep Order# EC'd Yes 5 of 10 8863443 Status Revised Traffic Order# 37421 Printed: 09/28/2012 12:12 PM Ver# 3 09/28/2012 9:38 AM

Last Received:

Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D Estimate#	Agency () SHORR. 1831 CHESTNUT PHILADELPHIA Agency C/P1/P2/E			WASHINGTON MIKE JONES
Buyer MICHAEL DETTORRE Phone# Fax#	0 •	2012 - 10/29/2012	Salesperson Phone# Salesperson FAX#	202-872-5880 202-872-0263
LT Ln Day Time Program	Len	Rate Dates	Spots/Week # of Weeks	Total Total Cost Daypart Spots
*26 TU-F 630P-700P Buyline Comment: INS EDIT Sales Remark: V3 . V3 More than 2 codes changed	:30	\$1,400.00 10/23-10/26	1 _ 1	1 \$1,400.00
*27 M 630P-700P Buyline Comment: INS EDIT Sales Remark: V3 . V3 Comment Changed, Rate Changed	:30	\$1,400.00 10/29-10/29	1 1	1 \$1,400.00
*28 TU 800P-900P Buyline Comment: NCIS Sales Remark: V3 . V3 Comment Changed, Spots/week Changed	:30	\$2,000.00 10/23-10/23	0 _ 0	0 \$0.00
*29 TU 1000P- 1100P Buyline Comment: VEGAS Sales Remark: V3 . V3 Comment Changed, Spots/week Changed	:30	\$1,300.00 10/23-10/23	0 , 0	0 \$0.00
*30 TU 900P- 1000P Buyline Comment: NCIS LA Sales Remark: V3 . V3 Comment Changed, Spots/week Changed	:30	\$2,000.00 10/23-10/23	00	0 \$0.00
31 TH 900P- 1000P Buyline Comment: PERS OF INT	:30	\$1,800.00 10/25-10/25	1 1	1 \$1,800.00
32 SU 700P-800P Buyline Comment: 60 MIN	:30	\$1,300.00 10/28-10/28	1 1	1 \$1,300.00

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 Yes
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Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D Estimate#		Agency (1831 C PHILA Agency C/P1/P2/	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES										
Buy	uyer MICHAEL DETTORRE hone#		Flight Dates Hiatus Weeks		10/23/2012 - 10/29/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263			
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	*33	M	1000P- 1100P			:30	\$1,900.00	10/29-10/29	0_	0	0	\$0.00	
		Buyli	ne Comment	: HAWAII 5.0									
		Sales Ren	mark:	v3 .									
		V3 Commer	nt Changed	, Spots/week Changed									
	*34	М	900P- 1000P			:30	\$2,200.00	10/29-10/29	0 /	0	0	\$0.00	
		Buyli	ne Comment	: 2 GRL/MIKE&MLLY									
		Sales Rer	mark:	v3 .									
		V3 Commer	nt Changed	, Spots/week Changed									
	*35	SU	1000P- 1100P			:30	\$7,700.00	10/28-10/28	1 /	1	1	\$7,700.00	
		Buyli	ne Comment	: MENTALIST									
		Sales Rer	mark:	v3 .									
		V3 Commen	nt Changed	, Rate Changed									
	36	F	1000P- 1100P			:30	\$1,400.00	10/26-10/26	1	1	1	\$1,400.00	
		Buyli	ne Comment	: BLUE BLOODS									
	37	F	900P- 1000P			:30	\$1,200.00	10/26-10/26	1	1	1	\$1,200.00	
		Buyli	ne Comment	: MD IN JRSY									
	*38	SU	900P- 1000P			:30	\$1,400.00	10/28-10/28	0 _	0	0	\$0.00	
		Buyli	ne Comment	: GD WIFE									
		Sales Rer		v3 .									
		V3 Comme	nt Changed	, Spots/week Changed									
	*39	F	800P-900			:30	\$1,200.00	10/26-10/26	1	1	1	\$1,200.00	
		•	ne Comment										
		Sales Ren		v3 .									
		vs Progra	am Name Ch	ange, Comment Changed									

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Last Received: 09/2
Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D Estimate#		LLY	Agency () 1831 CF PHILAI Agency C/P1/P2/E	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES									
Bu	uyer MICHAEL DETTORRE hone#		Flight Dates Hiatus Weeks	10/23/2012 - 10/29/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263				
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	 *40	M Bu	800P-900 lyline Comment			:30	\$1,600.00	10/29-10/29	0 ~	0	0	\$0.00	
				V3 . , Spots/week Changed									
	41	TH B.	1000P- 1100P ayline Comment	. DIDMNITOV		:30	\$2,200.00	10/25-10/25	1	1	1	\$2,200.00	
	*42	SU	800P-900			:30	\$7,350.00	10/28-10/28	1	1	1	\$7,350.00	
	-42	Bu	yline Comment	: AMZING RACE V3 .		.30	\$7,330.00	10/26-10/26	1	•	1	<i>\$7,330.00</i>	
		V3 Co	mment Changed	, Rate Changed									
	43	W Bu	800P-900 Tyline Comment			:30	\$1,900.00	10/24-10/24	1	1	1	\$1,900.00	
	*44	W	900P- 1000P			:30	\$2,300.00	10/24-10/24	0 /	0	0	\$0.00	
			yline Comment Remark:	:: CRIM MINDS V3 .									
		V3 Co	mment Changed	, Spots/week Changed									
	45	W	1000P- 1100P			:30	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
		Bu	yline Comment	:: CSI									
	46	TH Bu	800P-900 yline Comment	P :: BG BNG/2.5 MEN		:30	\$2,100.00	10/25-10/25	1	1	1	\$2,100.00	
	47	SA	1000P- 1100P			:30	\$750.00	10/27-10/27	1	1	1	\$750.00	
		Bu	yline Comment	: 48 HR MYST									

PHILADELPHIA, PA 19103

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Last Received:	09/28/2012 9:38 AM
wing Buylines: All	Lines

Salesperson (

1

1

\$500.00

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Daypart

) MIKE JONES

			D D	
Station KLAS-TV LAS VEGAS	Agency	() SHORR JOHNSON MAGNUS	Rep Firm	
Advertiser () BERKLEY, SHELLY		1831 CHESTNUT ST	Sales Office () WASHINGTON

BERKLEY/SENATE/D

Product

Estimate# Agency C/P1/P2/E 202-872-5880 MICHAEL DETTORRE Flight Dates 10/23/2012 - 10/29/2012 Salesperson Phone# Buyer 202-872-0263 Salesperson FAX# Phone# Hiatus Weeks Fax# LT Day Time Program Len Rate Dates Spots/Week # of Total Total Cost Ln Weeks Spots -----____ ____ 1130P-10/23-10/26 1 4 \$800.00 *48 TU-F :30 \$200.00 1230A Buyline Comment: LTTRMN Sales Remark: V3 . V3 Comment Changed, Spots/week Changed *49 М 1130P-:30 \$200.00 10/29-10/29 \$0.00 1230A Buyline Comment: LTTRMN V3 . Sales Remark: V3 Comment Changed, Spots/week Changed :30 10/23-10/26 \$440.00 1237A-\$110.00 4 1 *50 TU-F 137A Buyline Comment: FRGUSN Sales Remark: V3 . V3 More than 2 codes changed *51 M 1237A-\$110.00 10/29-10/29 1 _ 1 \$110.00 :30 137A Buyline Comment: FRGUSN Sales Remark: V3 . V3 More than 2 codes changed 2 1 2 \$600.00 52 SA-SU 1100P-:30 \$300.00 10/27-10/28 1130P Buyline Comment: NEWS 53 TU-F 1100P-:30 \$500.00 10/23-10/26 1 \$2,000.00 1130P Buyline Comment: NEWS

\$500.00

:30

10/29-10/29

1

1100P-1130P Buyline Comment: NEWS

54

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Showing Buylines: All Lines

) SHORR JOHNSON MAGNUS Rep Firm Agency (Station KLAS-TV LAS VEGAS) WASHINGTON 1831 CHESTNUT ST Sales Office () BERKLEY, SHELLY Advertiser Salesperson () MIKE JONES PHILADELPHIA, PA 19103 Product BERKLEY/SENATE/D Agency C/P1/P2/E Estimate# Flight Dates 10/23/2012 - 10/29/2012 Salesperson Phone# 202-872-5880 Buyer MICHAEL DETTORRE Salesperson FAX# 202-872-0263 Hiatus Weeks Phone# Fax# Spots/Week # of Total Total Cost Daypart Len Rate Dates LT Ln Day Time Program Weeks Spots ----_____ 1 \$135.00 :30 \$135.00 10/28-10/28 1 1 55 SU 400P-500P Buyline Comment: ELCTRC PLYGRND \$0.00 0 0 *56 SA 530P-600P :30 \$135.00 10/27-10/27 0 _ Buyline Comment: INS EDIT V3 . Sales Remark: V3 Comment Changed, Spots/week Changed \$1,225.00 10/28-10/28 1 / 1 *57 SU 630A-800A :30 \$1,225.00 Buyline Comment: SUN MRN Sales Remark: V3 . V3 More than 2 codes changed 1 1 \$525.00 10/28-10/28 1 600A-630A :30 \$525.00 *58 SU Buyline Comment: NEWS Sales Remark: V3 . V3 Comment Changed, Rate Changed \$1,225.00 10/28-10/28 1 / 1 1 \$1,225.00 *59 SU 800A-830A :30 Buyline Comment: NEWS Sales Remark: V3 . V3 More than 2 codes changed SU :30 \$265.00 10/28-10/28 \$0.00 *60 830A-900A Buyline Comment: FACE NATN Sales Remark: V3 . V3 Comment Changed, Spots/week Changed 2 \$1,000.00 2 1 *61 SA 800P-:30 \$500.00 10/27-10/27 1000P Buyline Comment: SAT NIGHT PRIME MOVIE

V3 Added

Sales Remark:

V3 .

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Spots/Week # of

Total

Total Cost

Daypart

Dates

) SHORR JOHNSON MAGNUS Rep Firm Station KLAS-TV LAS VEGAS Agency 1831 CHESTNUT ST Sales Office () WASHINGTON Advertiser) BERKLEY, SHELLY) MIKE JONES BERKLEY/SENATE/D PHILADELPHIA, PA 19103 Salesperson (**Product**

Estimate# Agency C/P1/P2/E

Program

Flight Dates 10/23/2012 - 10/29/2012 Salesperson Phone# 202-872-5880 Buyer MICHAEL DETTORRE Salesperson FAX# 202-872-0263

Len

Hiatus Weeks Phone# Fax#

Day Weeks Spots ____ _____ 137A-237A :30 \$40.00 10/23-10/26 2 1 2 \$80.00 *62 TU-F

Rate

Buyline Comment: ELECT PLAYGROUND/ET

Sales Remark: V3 ..

Time

V3 Added

-REPORT TOTALS-

Ln

LT

Report Totals: 124 / \$73,485.00

-SALES MONTHLY TOTALS-

Oct 12: 104 / \$63,850.00 Nov 12: 20 / \$9,635.00

Sales Totals: 124 / \$73,485.00 Station Totals: 124 / \$73,485.00 Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE---

25% KTUD 0% Market Totals \$244,950 CABL 0% KLAS 30% KSNV 40% KTNV

KVCW 08 KVMY 0% KVVU 5% UNKN 0%

null Books RA35+ Demos